Expanding product transparency with ⬭ Metrc Retail ID™

How Organic Remedies streamlined compliance and enhanced consumer trust through uniquely serialized QR codes on product labels

Enhanced efficiency and control

As the cannabis industry navigates rising demand for authenticity, compliance, and quality, serialization has become an essential tool, driving transparency and efficiency from production to purchase. Although this process can be complex, particularly for companies with large and varied product lines, leveraging advanced traceability tools, like Metrc Retail ID™ ("Retail ID"), can transform the cannabis supply chain by providing unmatched item-level visibility and substantial labor savings.

Organic Remedies, a leading cannabis company based in Maryland, transitioned to Retail ID in August 2024 to streamline labeling and remain compliant with the state's new regulatory requirements, specifically direct linkage to the Certificate of Analysis (COA). Previously, they faced challenges with their labeling system, including long turnaround times for updates and limited flexibility.

While already compliant with Maryland's regulatory framework, Organic Remedies' move to Retail ID not only simplified compliance, but also enhanced consumer confidence by offering quick and clear access to product testing data.

Unique serialization of QR codes means embedding specific, item-level information into each code, making it distinct and identifiable.

This direct link to an item's information:

- ✅ Enables precise tracking
- ✅ Verifies authenticity
- ✅ Supports strengthened compliance

A QR code that, when scanned, provides:

- ✅ Product origin
- ✅ Test results
- ✅ Product information

Lab results
General

Cannabinoids: 25.3%

Moisture: 12.1%

Terpenoids: 10.2%

Class: LCU1G

Sample Type: Flower

Business Name: Brand XYZ Cannabis

License Number: 1234

Sample Id: 123

Product: Diamond Infused Pre-Rolls – 5pk
Metrc Tag: 1a40603000077770000000001
Net Weight: 40g Quantity: 10 mg THC per serving, 100 mg THC per container (10 servings per container)
Extraction Method: Mixed Hydrocarbon extraction.
Cultivar: Default Type
Processing Date: 2023/12/07
Expiration Date: 2025/11/15
Batch: TSTOG-2023-11-15-PR-1G

THIS PRODUCT MAY HAVE BEEN PRODUCED IN A FACILITY WHERE ALLERGENS MAY BE PRESENT

Ingredients: Organic Tapioca Syrup, Organic Cane Sugar, Water, Pectin, Trisodium Glycerin, Sugar, FD&C Yellow 6 (E110), Modified Food Starch, FD&C Red 3 (E127), Sodium Benzoate and Potassium Sorbate (Preservatives), Carrageenan Gum, FD&C Blue 1 (E133), Xanthan Gum, Citric Acid, Malic Acid, Cannabis Extract (Distillate), Hemp - Derived Live Terpenes.

Allergens: Processed in a facility that processes tree nuts.

Overcoming labeling obstacles

Organic Remedies has established a strong reputation for delivering high-quality products to both medical and recreational consumers. With Maryland's evolving regulatory landscape, the company needed to ensure its labeling processes could maintain flexibility to meet consumer transparency demands and labeling requirements.

Before adopting Retail ID, Organic Remedies used a custom-built labeling solution.

> "The biggest pain point was turnaround time. We needed something more flexible that gave us control over the labeling process."
>
> Jordan Medeiros
> Lab Director, Organic Remedies Maryland

While this system allowed them to meet regulatory requirements, it carried many inefficiencies, including:

- **Inflexibility in template management.** Any changes to labeling templates required time-consuming service tickets and delays, often taking up to three weeks.

- **Slow turnaround for updates.** The custom-built software couldn't accommodate rapid changes, which made it difficult to quickly update product labels when needed.

- **Manual data entry was required.** When the API failed to automatically pull certain information from lab results, the process was slower and at higher risk of human error.

As Morgan Lux, Compliance Specialist for Organic Remedies noted, "These delays in labels not only hindered production but also caused frustration among staff, myself included, as we were frequently forced to navigate multiple systems to meet compliance deadlines or pivot tasks completely."
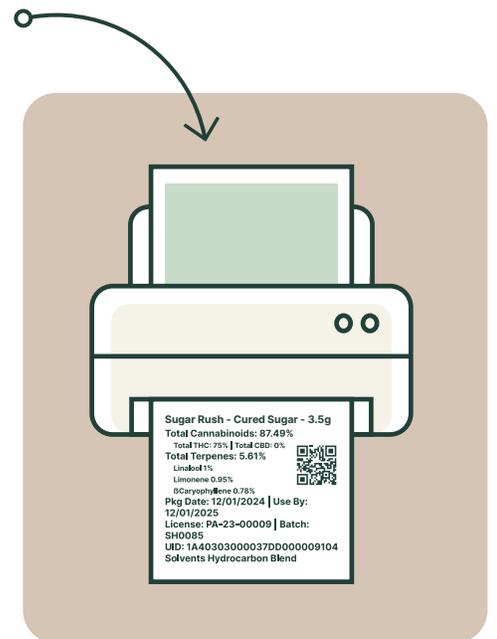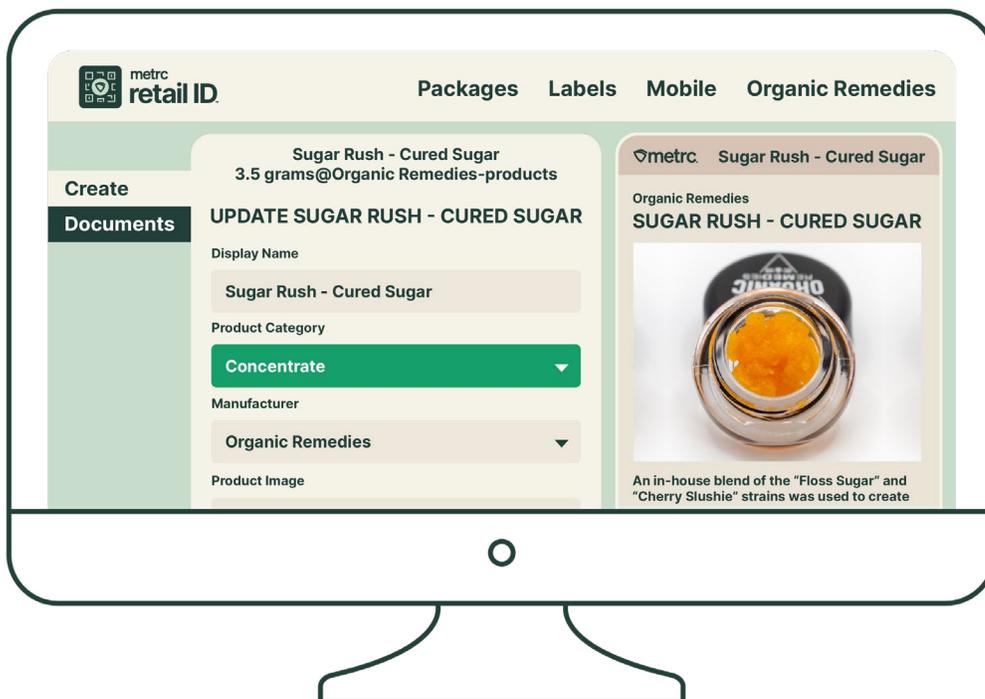
A scalable solution

Organic Remedies chose Retail ID for its ability to streamline labeling processes and reduce inefficiencies based on multiple key factors.

Real-time impact on operations

Retail ID integrated smoothly with Organic Remedies' daily operations as they already use the Metrc platform, making the solution's item-level identification with serialized QR codes functionality an extension rather than an overhaul of current processes.

In addition, custom templates were built to comply with all Maryland Cannabis Administration (MCA) labeling requirements. The data for these templates is pulled directly from the Metrc track-and-trace system to reduce dual entry across multiple systems.

Functionality also allows Organic Remedies to make immediate changes to compliant labeling templates, when needed, which reduces support resolution wait times and puts more control in their hands.

Plus, the solution offered flexibility for Organic Remedies to manually override data inputs, which helped resolve issues with data like cannabinoid and terpene content.

Smooth transition and onboarding

Organic Remedies' transition to Retail ID was swift and well-supported, with the full switch completed within a month. "We ran test prints for about 2-4 weeks while still using our old system. After that, we fully switched to Retail ID," noted Medeiros.

Minor technical issues, such as printer compatibility, were quickly resolved through prompt support from the Metrc Retail ID team.

Dedicated training resources

Training was straightforward and efficient. "We felt ready to go almost right after the first call," said Medeiros, noting that the team adapted quickly due to the system's intuitive interface. The flexibility of Retail ID also allowed Organic Remedies to address unique labeling needs, particularly for edibles, which their previous solution had struggled to accommodate.

Overall, the implementation was seamless, enabling Organic Remedies to rapidly adopt the new system without disrupting operations.

> "Having a fully dedicated Metrc Retail ID team support our onboarding sped up the process. They helped us see exactly what was causing the issue, and once we fixed it, we didn't look back."
>
> Morgan Lux
> Compliance Specialist

Integrated and cross-departmental benefits

Retail ID's catalog feature unlocked unexpected benefits for Organic Remedies' marketing and customer support teams. By centralizing product data and generating ready-to-use product cards, Retail ID enables easy repurposing of product details that enhance customer engagement and support efficiency, allowing them to maintain a consistent brand presence while saving time across departments.

Bottom line savings

The switch to Retail ID resulted in near immediate savings – such as reduced relabeling and elimination of custom labeling solution costs – and labor efficiencies due to fewer errors, which can be costly if errors cause regulatory fines to come into play.

Expanded operational efficiency and consumer trust

By adopting Retail ID, Organic Remedies gained real-time control over label adjustments, reducing update times from weeks to minutes, allowing them to quickly respond to changing needs without delays, and improving compliance accuracy. This transition resulted in the complete elimination of their previous annual labeling expenses, saving thousands of dollars, along with additional time efficiencies and operational benefits. Plus, dispensaries appreciate the new labeling system, which allowed them to quickly verify product details and avoid secondary relabeling.

Additionally, Retail ID QR codes enable consumers to easily verify a product's authenticity and access COA information, strengthening their trust in Organic Remedies' products' safety and quality. By simply scanning the QR code, consumers can confirm a product's legitimacy and gain insights into what they are purchasing. This added transparency can significantly boost consumer satisfaction and loyalty.

Furthermore, landing pages generated by Retail ID provided a clean, consumer-friendly format where detailed product information could be accessed at a glance. Unlike traditional COAs, which can be difficult for the average consumer to interpret, these landing pages simplified the data, making it easier to understand.
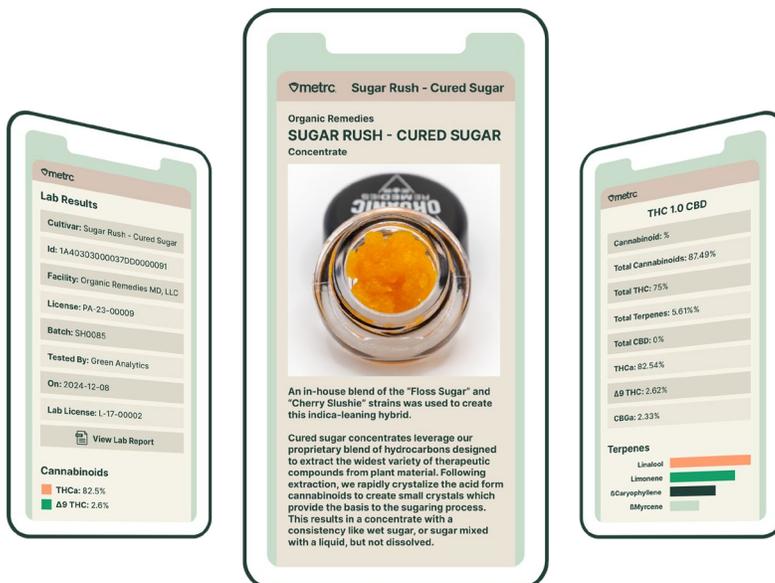
Results with Retail ID:

- ✓ Improved compliance accuracy
- ✓ Labeling adjustments reduced from weeks to minutes
- ✓ Reduced expenses in labeling
- ✓ Created retail efficiencies with product verification
- ✓ Bolstered consumer transparency

> "Before, most QR codes would just pull up technical COAs that only a few people knew how to read. With Retail ID, the landing pages break down the important product information in a way that's easy for consumers to understand. They can see cannabinoids, terpenes, and other key details right there."

Jordan Medeiros
Lab Director, Organic Remedies Maryland

In addition to meeting regulatory requirements, Organic Remedies found innovative ways to use Retail ID's product catalog feature:

- **Branding:** Organic Remedies used the product cards generated in Retail ID to support their social media efforts. The cards included product descriptions, photos, and key information that could easily be repurposed for digital content, allowing the marketing team to create consistent, high-quality materials efficiently.

- **Customer support:** The catalog also became a valuable resource for customer service representatives. When customers had inquiries about specific products, the support team could quickly access the detailed product information stored in Retail ID and provide accurate, consistent responses.

As Jordan explained, "We didn't anticipate using Retail ID for marketing and customer support, but it's become a central hub for managing product information across multiple departments."

Metrc Retail ID:
An essential tool for compliance labeling and increased efficiency

Retail ID has proven to be an essential solution for Organic Remedies, dynamically pulling data directly from Metrc to reduce manual entry and ensure Maryland's evolving regulatory cannabis requirements are met with ease. Item-level identification with serialized QR codes functionality provides seamless access to the COA, improving transparency and supporting product quality verification across the supply chain.

For cannabis companies seeking to improve compliance, streamline labeling, and enhance transparency, Metrc Retail ID offers a powerful and flexible solution, with full integration capabilities available.

> "Retail ID has been the best labeling system we've used. It's incredibly flexible, responsive, and cannabis-specific, which has made all the difference in helping us streamline operations and meet Maryland's new regulations. The added benefits for branding and customer support have been a pleasant surprise."

Jordan Medeiros
Lab Director, Organic Remedies Maryland

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Metrc is the most trusted and experienced provider of cannabis regulatory systems in the United States. Our solution combines advanced software, radio-frequency identification (RFID) technology, a dedicated customer-support team, and a secure database to track and trace cannabis from growth, harvest, and processing to testing, transport, and sale. Metrc serves more than 520,000 users, including growers, manufacturers, testing facilities, transport providers, dispensaries, state regulators, and law enforcement officials across 28 regulatory contracts. We are proud to play a leading role in ensuring the safety and security of the nation's legal cannabis market.

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